

Embassy videoconference on media training strengthens skills of Peruvian government employees in northern provinces

- PAS Lima and the Binational Centers in Chiclayo and Piura organized a multipoint videoconference on Media Training with U.S. international consultant Javier Maza on December 4. Over 100 local government employees representing 40 different municipal and regional agencies, including executive and judicial branches, attended the program in the major northern Peruvian cities of Chiclayo and Piura.
- Mr. Maza shared with the audience effective communication techniques for media interviews and public speaking as well as how to disseminate information on their mission plans, and how to build public confidence. The program was a continuation of a successful PAS sponsored workshop conducted by Mr. Maza in Lima on August 6-8.

Javier Maza is the President of Maza Communications, Inc. (www.mazacommunications.com) He is a journalist, graduated from Lima University and has more than 20 years of experience working with the most important Peruvian Media including Daily El Comercio. Mr. Maza lives in Miami since 1996 where he has developed ample experience as an International Consultant in **Media Training**. He has worked in numerous electoral campaigns and has advised several governments such as Costa Rica, Guatemala, Honduras, México, Panamá, and Perú. In the corporate area, he has worked for several multinational enterprises such as Citibank, MasterCard, Nasdaq y Phillips. Mr. Maza has participated as a speaker in international conferences in the United States, Spain, Colombia, Costa Rica, Ecuador, Guatemala, México, Perú, Uruguay, and the Dominican Republic. He is the author of a book titled: "*Cómo Enfrentar con Éxito a los Periodistas*."